

IMPLEMENTATION GUIDE

Proactive System To Improve Breast Cancer Screening

*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-Based Programs To Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Appointment Coordinator (the individual typically responsible for setting appointments for the medical practice)

- Identify patients who are due to schedule a mammogram.
- Make mammogram screening appointments for patients, and inform Patient Correspondence Coordinator about contact with program participants.

Patient Correspondence Coordinator

- At designated times, send materials by mail to identified patients.
- Contact identified patients by phone if needed.
- Work with Appointment Coordinator to identify program participants and nonresponders.

Physician Team (physician or group of physicians in practice)

- Contact identified patients by phone if needed.

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page)

- ***The Road to Better Health***: This two-page, trifold brochure describes several preventive measures recommended to help maintain good health, with guidelines for whom and when these measures should be scheduled. A checklist for completed preventive measures is also provided, along with other suggestions for better health.
- **Reminder Letter**: This one-page letter template is personalized with the patient’s and office’s confirmation. While reminding the recipient to contact the office to schedule a mammogram, the letter also provides a brief explanation of a mammogram and the reasons why this and other preventive measures should be considered.
- **Telephone Script**: This one-page document provides guidelines for contacting patients by telephone to remind them to schedule an annual mammogram.
- **Intervention Flow Chart**: This one-page document provides a visual representation of the steps needed for appropriate implementation of this intervention.

B. Program Implementation

The steps used to implement this program are as follows:

Step 1: The Appointment Coordinator identifies patients who are due for a mammogram within 3 months and provides these patients’ names and contact information to the Patient Correspondence Coordinator.

Step 2: The Patient Correspondence Coordinator sends each identified patient the brochure *The Road to Better Health*, along with a personalized reminder letter by U.S. postal mail.

Step 3: Two months prior to each patient’s mammogram due date, the Appointment Coordinator checks to see if a mammogram appointment has been made.

- If yes, the intervention is concluded.
- If no, the Appointment Coordinator contacts the Patient Correspondence Coordinator and requests sending the materials again by U.S. postal mail.

Step 4: One month prior to each patient’s mammogram due date, the Appointment Coordinator checks to see if a mammogram appointment has been made.

- If yes, the intervention is concluded.

- If no, the Appointment Coordinator contacts the Physician Team to request a telephone contact.

Step 5: A member of the Physician Team calls the patient and uses the telephone script to provide an additional reminder of the impending mammogram due date and an opportunity to schedule an appointment.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.